

INTRODUCTION TO HOSPITALITY MANAGEMENT OPERATIONS ACTIVITIES

Course Code: 5478

A. Hospitality and Tourism Career Exploration

- 1. Research information about careers in hospitality and tourism.**
 - Perform Internet searches.
 - Research and present findings on key individuals in the industry.
 - Use state-of-the-art career search materials.
- 2. Develop a career portfolio.**
 - Develop personal career path.
 - Complete job application.
 - Develop rubrics for grading portfolio.
- 3. Demonstrate the importance of professional dress and grooming for employment practice.**
 - Plan a presentation.
 - Invite industry professionals.
 - Take a field trip to hotel to feature hotel uniforms and professional dress.
- 4. Discuss the importance of professional and ethical behavior on the job.**
 - Invite individuals from Dept of Corrections-sponsored programs.
 - Invite past offenders (SLED, Internet fraud, AA, NA, etc.).
 - Collect newspaper articles related to ethical and unethical workplace behaviors.
 - Role-play various scenarios.
- 5. Explore postsecondary training and educational opportunities.**
 - Research education and training requirements for specific careers.

B. Communication, Human Relations, and Interpersonal Skills

- 1. Demonstrate service methods that meet the expectations of customers.**
 - Role-play good service versus poor service.
 - Practice meeting consumer expectations through team decision-making activities.
 - Develop checklists and rate customer service at any type of business.

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- 2. Discuss the impact customer relations have on success of the hospitality industry in a diverse setting.**
 - Interview a professional from the industry.
 - Analyze in-school service levels, i.e., attendance office, front office, cafeteria.
 - Visit ethnic/minority-owned businesses to develop awareness.
 - Analyze facilities based on ADA requirements.
 - Discuss no-barrier home from Dept of Voc Rehab after watching video.
 - Create a list of disabilities and cite related ADA requirements.

- 3. Describe the verbal, nonverbal, and written communication skills needed in a hospitality setting.**
 - Write scenario and role play vignette demonstrating good versus poor communication skills.
 - Critique telephone calls and/or visit to businesses to show good and poor communication skills using checklist.
 - Interpret nonverbal cues in a workplace setting.
 - Interpret voice tones to determine coworker or customer state of mind/call. Write business letter/thank-you note/memo.
 - Discuss E-mail etiquette.

- 4. Analyze ways of dealing with stress and conflict in the workplace.**
 - Research and report on how diet and exercise play roles in mental health/stress reduction.
 - List steps to problem solving.
 - Identify stressful situations in the workplace and strategies for solutions. Role-play a scenario based on resolving customer complaint.
 - Develop a case study in anger management.

- 5. Examine techniques to communicate with diverse groups such as international travelers, disabled workers or guests, and special needs populations.**
 - Research customs and cultures of various ethnic/minority groups.
 - Research international symbols (restrooms, traffic signs, handicapped signs) and illustrate through a PowerPoint presentation/poster.
 - Research methods used in the hotel industry to communicate with the vision and hearing impaired related to emergencies, check-in/check-out, etc. (ADA)

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C. Safety and Sanitation

- 1. Explain safety and sanitation standards as they relate to different departments.**
 - Review OSHA requirements pertaining to various departments.
 - Review or critique Material Safety Data Sheets (MSDS) sheets.
 - Compile local restaurant DHEC ratings (can be found via Internet).
- 2. Analyze current safety issues important to the industry.**
 - Bring in guest speaker from DHEC.
 - Report on recent news stories.
 - Discuss laws that pertain to child safety in the industry (balcony railings, swimming pools, TV games, etc).
- 3. Identify industry regulatory agencies/organizations (OSHA and DHEC).**
 - Role-play DHEC inspection.
 - Develop a presentation identifying agencies and the need for agencies.
- 4. Examine health issues related to the hospitality and tourism industry.**
 - Review immunizations required.
 - Conduct Internet scavenger hunt to determine current health issues in the hospital industry.

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D. History of the Hospitality Industry

- 1. Research the evolution of the hospitality industry.**
 - Create a timeline depicting the history of all segments of the hospitality industry.
 - Brainstorm trends that affect the development of the hospitality industry.
- 2. Discuss the state and local history of the hospitality industry.**
 - Use SC Hotel-Motel Association (SCHMA) statistics to compare industry trends and growth.
 - Invite guest speaker familiar with the history of the community.
 - Team-teach with history instructor for joint project.
- 3. Compile the reasons for growth in the hospitality industry.**
 - Use statistics from SCHMA to develop a poster/PowerPoint to show growth in different market segments of the industry.
 - Develop spreadsheet and chart showing numbers of visitors in your local region over a specified time.
- 5. Describe the impact of technology on hospitality.**
 - Discuss the evolution of Internet reservations versus (800) telephone reservations.
 - Create a manual spreadsheet on pseudo hotel revenue versus Excel spreadsheet version.
 - Discuss how hotel telephone/Internet has become revenue source.

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E. Hospitality Segments

- 1. Identify individual components and employment related to rooms division.**
 - Rooms division consists of front office, reservations, communications, uniform services, and housekeeping. Develop organizational chart.
 - Develop a classified ad for a rooms division position (front desk clerk, bellman, maintenance worker, laundry attendant, houseman).
 - Analyze classified ads from the local or state newspaper to determine availability of jobs.
 - Research hotel career Web sites (hcareers.com and hotelcareers.com) to learn about diverse careers in the industry.

- 2. Identify individual components and employment related to the food and beverage division.**
 - Food and beverage division consists of banquet and catering, culinary operations, stewarding, and restaurant operations. Develop organizational chart.
 - Develop a classified ad for a food and beverage position (waitress, catering manager, dishwasher, host, chef).
 - Analyze classified ads from the local or state newspaper to determine availability of jobs.
 - Research hotel career Web sites (hcareers.com and hotelcareers.com) to learn about diverse careers in the industry.

- 3. Identify individual components and employment related to the hospitality partners (recreation, entertainment, attractions, and travel services).**
 - Analyze classified ads from the local or state newspaper to determine availability of jobs.
 - Research hotel career Web sites (hcareers.com and hotelcareers.com) to learn about diverse careers in the industry.
 - Contact a local attraction human resource manager to be a guest speaker.
 - Use salary scale to research jobs listed.
 - Serve as a tour guide for special event in the school. Select specific area and create a map using available software.
 - Job shadow a travel agent or airline employee.
 - Summarize comments of guest speaker from local recreation facility.